

ORDER



Orders
Order / Rev: 700228
Alt Order #: 06233159
Product Desc: AMERICAN CROSSROADS
Estimate: 690
Flight Dates: 09/04/12 - 09/14/12
Original Date / Rev: 07/17/12 / 08/27/12
Order Type: Political

WFMY-TV
Primary AE: Nick Welte
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: Crossroads Media/ POL
Buying Contact:
Billing Contact:
 66 Canal Center Plaza Suite 500
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: American Crossroads
Demographic: A35+
Product Codes: IS-Issue/Non
Priority: P-1
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/14/12	33	\$26,910.00	\$22,873.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	33	\$26,910.00	\$22,873.50	0.00
Totals	33	\$26,910.00	\$22,873.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Nick Welte			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WFMY-TV	35%	\$26,910.00
Market	100%	\$76,885.71

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WGHP	24%	\$18,452.57
WGPX	0%	\$0.00
WLXI	0%	\$0.00
WTWB	0%	\$0.00
WUNL	0%	\$0.00
WUPN	0%	\$0.00
WXII	39%	\$29,985.43
WXLV	2%	\$1,537.71

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WFMY	09/05/12	09/05/12	M-F 5-6a	CM	5-6a	--W----	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
5-6a GMS ROT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	--W----			1			\$250.00		0.00			
E 2	WFMY	09/06/12	09/06/12	M-F 5-6a	CM	5-6a	---T---	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
5-6a GMS ROT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	---T---			1			\$250.00		0.00			

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WFMY-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WFMY	09/07/12	09/07/12	M-F 5-6a 5-6a GMS ROT	CM	5-6a	----F--	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	----F--			1		\$250.00		0.00				
E 4	WFMY	09/13/12	09/13/12	M-F 5-6a 5-6a GMS ROT	CM	5-6a	---T---	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	---T---			1		\$250.00		0.00				
E 5	WFMY	09/14/12	09/14/12	M-F 6-8a Good Morning Show 6a	CM	6-8a	----F--	:30	1	\$350.00	P-1	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	----F--			1		\$350.00		0.00				
E 6	WFMY	09/05/12	09/05/12	M-F 6-8a Good Morning Show 6a	CM	6-8a	--W----	:30	1	\$350.00	P-1	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	--W----			1		\$350.00		0.00				
E 7	WFMY	09/06/12	09/06/12	M-F 6-8a Good Morning Show 6a	CM	6-8a	---T---	:30	1	\$350.00	P-1	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	---T---			1		\$350.00		0.00				
E 8	WFMY	09/12/12	09/12/12	M-F 6-8a Good Morning Show 6a	CM	6-8a	--W----	:30	1	\$350.00	P-1	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	--W----			1		\$350.00		0.00				
E 9	WFMY	09/10/12	09/10/12	CBS This Morning CBS This Morning	CM	8-10a	M-----	:30	1	\$150.00	P-1	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	M-----			1		\$150.00		0.00				
E 10	WFMY	09/05/12	09/05/12	CBS This Morning CBS This Morning	CM	8-10a	--W----	:30	1	\$150.00	P-1	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	--W----			1		\$150.00		0.00				
E 11	WFMY	09/06/12	09/06/12	CBS This Morning CBS This Morning	CM	8-10a	---T---	:30	1	\$150.00	P-1	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	---T---			1		\$150.00		0.00				
E 12	WFMY	09/12/12	09/12/12	CBS This Morning CBS This Morning	CM	8-10a	--W----	:30	1	\$150.00	P-1	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	--W----			1		\$150.00		0.00				
E 13	WFMY	09/10/12	09/10/12	News 2 at 5 News 2 at 5	CM	5-530p	M-----	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	M-----			1		\$800.00		0.00				
E 14	WFMY	09/14/12	09/14/12	News 2 at 5 News 2 at 5	CM	5-530p	----F--	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	----F--			1		\$800.00		0.00				
E 15	WFMY	09/06/12	09/06/12	News 2 at 5 News 2 at 5	CM	5-530p	---T---	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	---T---			1		\$800.00		0.00				
E 16	WFMY	09/12/12	09/12/12	News 2 at 5 News 2 at 5	CM	5-530p	--W----	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	--W----			1		\$800.00		0.00				
E 17	WFMY	09/10/12	09/10/12	News 2 at 5 News 2 at 5	CM	5-530p	M-----	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

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WFMY-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 17	WFMY	09/10/12	09/10/12	News 2 at 5 News 2 at 5	CM	5-530p	M- - - - -	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	M- - - - -			1		\$800.00		0.00				
E 18	WFMY	09/14/12	09/14/12	News 2 at 6 News 2 at 6	CM	6-630p	- - - - F - -	:30	1	\$1,400.00	P-1	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	- - - - F - -			1		\$1,400.00		0.00				
E 19	WFMY	09/06/12	09/06/12	News 2 at 6 News 2 at 6	CM	6-630p	- - - T - - -	:30	1	\$1,400.00	P-1	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	- - - T - - -			1		\$1,400.00		0.00				
E 20	WFMY	09/12/12	09/12/12	News 2 at 6 News 2 at 6	CM	6-630p	- - W - - - -	:30	1	\$1,400.00	P-1	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	- - W - - - -			1		\$1,400.00		0.00				
E 21	WFMY	09/11/12	09/11/12	CBS Evening News CBS Evening News	CM	630-7p	- T - - - - -	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	- T - - - - -			1		\$1,000.00		0.00				
E 22	WFMY	09/14/12	09/14/12	M-F 7-730p Wheel of Fortune	CM	7-730p	- - - - F - -	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	- - - - F - -			1		\$1,500.00		0.00				
E 23	WFMY	09/06/12	09/06/12	M-F 7-730p Wheel of Fortune	CM	7-730p	- - - T - - -	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	- - - T - - -			1		\$1,500.00		0.00				
E 24	WFMY	09/12/12	09/12/12	M-F 7-730p Wheel of Fortune	CM	7-730p	- - W - - - -	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	- - W - - - -			1		\$1,500.00		0.00				
E 25	WFMY	09/07/12	09/07/12	M-F 730-8p Jeopardy	CM	730-8p	- - - - F - -	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	- - - - F - -			1		\$1,500.00		0.00				
E 26	WFMY	09/13/12	09/13/12	M-F 730-8p Jeopardy	CM	730-8p	- - - T - - -	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	- - - T - - -			1		\$1,500.00		0.00				
E 27	WFMY	09/10/12	09/10/12	News 2 at 11 News 2 at 11	CM	11-1135p	M- - - - -	:30	1	\$1,250.00	P-1	0.00	NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	M- - - - -			1		\$1,250.00		0.00				
E 28	WFMY	09/14/12	09/14/12	News 2 at 11 News 2 at 11	CM	11-1135p	- - - - F - -	:30	1	\$1,250.00	P-1	0.00	NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	- - - - F - -			1		\$1,250.00		0.00				
E 29	WFMY	09/12/12	09/12/12	News 2 at 11 News 2 at 11	CM	11-1135p	- - W - - - -	:30	1	\$1,250.00	P-1	0.00	NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	- - W - - - -			1		\$1,250.00		0.00				
E 30	WFMY	09/07/12	09/07/12	Fri Prime B CSI: NY	CM	9-10p	- - - - F - -	:30	1	\$1,950.00	P-1	0.00	NM	1	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	- - - - F - -			1		\$1,950.00		0.00				
E 31	WFMY	09/08/12	09/08/12	Good Morning Show Sat Good Morning Show Sa	CM	6-9a	- - - - - S -	:30	1	\$255.00	P-2	0.00	NM	1	\$255.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

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E 31	WFMY	09/08/12	09/08/12	Good Morning Show Sat Good Morning Show Sa	CM	6-9a	-----S-	:30	1	\$255.00	P-2	0.00	NM	1	\$255.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	-----S-		1				\$255.00		0.00			
E 32	WFMY	09/09/12	09/09/12	Good Morning Show Sun Good Morning Show Su	CM	6-9a	-----S	:30	1	\$255.00	P-2	0.00	NM	1	\$255.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	-----S		1				\$255.00		0.00			
E 34	WFMY	09/05/12	09/05/12	CBS Evening News CBS Evening News	CM	630-7p	--W----	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	--W----		1				\$1,000.00		0.00			
Totals														33	\$26,910.00